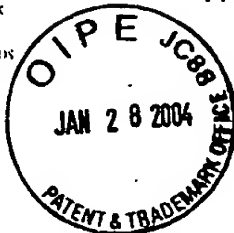


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FILED VIA FACSIMILE

PATENT APPLICATION
 Docket No. 14531.46

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of



Phillip Y. Goldman, et al.

Serial No.:

09/264,432

Filed:

March 8, 1999

Conf. No.:

3073

For:

SYSTEM AND METHOD OF INSERTING
 ADVERTISEMENTS INTO AN INFORMATION
 RETRIEVAL SYSTEM DISPLAY

Examiner:

Scott E. Beliveau

Customer No.:

022913

Mail Stop RCF
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

Sir:

Transmitted herewith is an amendment for entry in the above-identified
 application. No fee is required for this amendment.

The fee has been calculated as follows.

			SMALL ENTITY		LARGE ENTITY	
CLAIMS REMAINING AFTER	HIGHEST NO. PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE	ADD'T'L FEE	RATE	ADD'T'L FEE
Total = 25	32	=	X		X	0
Independent = 4	5	=	x		X	0
1* PRESENTATION OF MULTIPLE DEPENDENT CLAIM			+=		+=	0
			TOTAL		TOTAL	0

X The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 23-3178.

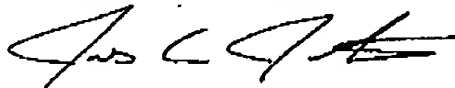
X Any filing fees under 37 CFR 1.16 for the presentation of extra claims.

X Any patent application processing fees under 37 CFR 1.17.

X Any fees for filing a terminal disclaimer under 37 CFR §§ 1.321(c) and 1.20(d).

Dated this 20 day of January 2004.

Respectfully submitted,



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Attorneys for Applicant

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RDN:JCJ:cm

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J. Douglas
P. 08 1/28/04

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AMENDMENT "E" AFTER FINAL
FILED WITH RCEMail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office action of November 19, 2003 (paper no. 22), please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 9 of this paper.

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